

From: communications intern [mailto:intern@abclifeliteracy.ca]

Sent: Tuesday, November 08, 2011 11:54 AM

To: Office of the Mayor

Subject: Request for Proclamation

Dear Mr. Bratina:

On January 27, 2012, thousands of Canadian families will celebrate Family Literacy Day[®], an annual initiative that celebrates adults and children reading and learning together, and encourages Canadians to spend at least 15 minutes enjoying a learning activity as a family every day.

ABC Life Literacy Canada invites you to officially recognize the day in your community by proclaiming January 27th as Family Literacy Day. An official recognition of the day will serve to underscore your commitment to an issue that is important to your community.

ABC Life Literacy Canada created Family Literacy Day in 1999 to increase public awareness of the importance of adults and their children enjoying learning activities together on a regular basis. In doing so, both child and adult are better prepared to succeed in a world of increasing literacy challenges at home, at work and in the community. By raising awareness of the need of ongoing literacy-building and learning, Family Literacy Day makes its contribution to addressing the reality of how low literacy affects more than 40 per cent of adult Canadians.

This year we will celebrate 14 years of Family Literacy Day by encouraging Canadians to take a learning journey. We know that parents lead very busy lives, but the time spent reading and doing literacy-related activities with children is hugely beneficial. Several of our day-to-day activities offer learning opportunities, and we want parents to embrace those learning opportunities to ensure their families are learning every day.

ABC Life Literacy Canada encourages you to attend a local event and support the literacy cause. For a list of events in your area, please visit <http://abclifeliteracy.ca/fld/events/>.

Please find attached a sample template of the proclamation. If you would like additional information or logos, please visit www.FamilyLiteracyDay.ca.

Thank you in advance for supporting this national initiative whose objective is to encourage Canadians to build a tradition of lifelong learning.

Sincerely,

Margaret Eaton

President, ABC Life Literacy Canada